

## **Job Title: Economic Development Project Manager – Small Business**

**Department:** Development Services

**Immediate Supervisor:** Development Services Director

<b>Origination Date:</b>	<b>07/25/2006</b>
<b>Revision Date:</b>	<b>08/27/2013</b>
<b>Job Grade</b>	<b>608</b>
<b>FLSA</b>	<b>Exempt</b>

### **BRIEF DESCRIPTION OF THE JOB:**

This position will serve as the City's first point of contact for start-ups and small businesses or those already located in the City. Researches, markets, recruits, plans, and manages development of new and expanding small businesses. Creates and implements research strategies to support small business economic development efforts, including compiling and analyzing data. Supports small business efforts by providing research, data, and marketing the City. Develops and implements marketing strategies and establishes relationships with the small business/development community. Assists in negotiating agreements and educates the community and stakeholders about new companies. Represents the city in target related industry meetings, trade shows, and presentations. Reports to the Development Services Director and assists Director with development activities and projects.

### **ESSENTIAL FUNCTIONS:**

*This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.*

<b>Physical Strength Code</b>		<b>ESSENTIAL FUNCTIONS</b>
1	S	Promotes and develops the City by recruiting and expanding small businesses in the community. Serves as the initial contact for small business clients considering Goodyear for site location from project inception to completion. Demonstrates business-friendly attitude and service orientation toward business customers and maintains productive working relationships with local retail, hospitality and industrial businesses by: serving as City's first point of contact for start-ups and small business or those already located in Goodyear that want or need city services and/or development processes; directing businesses to the correct city department to satisfy their needs; and serving as liaison and advocate to small businesses going through the development process if needed to help resolve any issues that arise between the City and local businesses as they work through Goodyear's development processes.
2	L	Manages the recruitment of small businesses by researching companies and industries, developing strategic and marketing plans, generating business leads, representing the City at trade shows, preparing and providing presentations and proposals to private sector executives, and negotiating agreements on behalf of the City.

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Physical Strength Code		ESSENTIAL FUNCTIONS
3	S	Creates and maintains a network of industry CEOs, site consultants and corporate real estate professionals, achieved through attendance at conferences and events and meetings with prospective clients, businesses, brokers and developers.
4	S	Manages and conducts market research consistent with City of Goodyear target industries, interfaces with other departments to incorporate technology, and manages the development of client databases.
5	S	Develops and implements marketing strategies by developing plans for identification and pursuit of small business development, including preparation and distribution of marketing materials, website updates, meeting with clients, making presentations.
6	S	Coordinates with Development Services (Planning & Zoning and Building Safety), Engineering, and Water Resources Departments to evaluate and recommend enhancements to current policies and practices, monitor current trends, analyze information, and develop proposals that will attract businesses.
7	S	Assists in negotiating development agreements with clients after determining project parameters, including analyzing and interpreting fiscal and economic impacts and presenting to City leadership and personnel.
8	S	Develops, implements and manages effective retention and expansion programs by developing action plans based upon information gathered through proactive monthly business roundtables, business on-site meetings and B3 surveys to evaluate business needs primarily with Stage I (1-9 employees), Stage II (10 – 100 employees) businesses and secondarily with Stage III (100 – 500 employees) businesses.
9	S	Develops a network of business support groups such as banks, Score, Chamber of Commerce, Small Business Development Center, Small Business Administration and EMCC to act as resources to help retain or expand businesses. Coordinates between local business and service providers to match programs to businesses' needs, e.g. workforce training, business plans, loan packages, financial and marketing counseling.
10	L	Develops and organizes small business seminars/academies that teach and inform businesses throughout the year by recruiting appropriate speakers and proactively promoting the seminars through business e-newsletters, INFOCUS and newspaper ads. Plans, organizes and manages business recognition events such as an annual business awards banquet and small business ground breakings and grand openings not covered by the Chamber. Markets local businesses to media, City Council and City management and other businesses.
11	S	City liaison to small business for city-generated redevelopment projects such as Western Avenue Redevelopment Corridor; schedules meetings with city staff and/or businesses involved in the projects and helps promote the projects to potential businesses.
12	S	Serves as a City's liaison to local business at Chamber functions, business grand openings, trade shows, job fairs and community functions; proactively calling on businesses to get to know business owners and develop working relationships with them. Develops core of retired/former business owners as volunteers to help call on businesses.

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## **JOB REQUIREMENTS:**

<b>JOB REQUIREMENTS</b>	
Formal Education/ Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Minimum three years experience in a related field.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read and comprehend: complex legal documents; development agreements and contracts; technical reports; executive business letters and communications; development-related documents; master plans; design guidelines; construction site plans; budget documents; business magazines, journals, newspapers, and technical reports; City codes and City general, strategic or operational plans.
Math	Work requires the ability to perform math calculations such as addition, subtraction, multiplication, division, percentages, ratios, college level algebra, and review and understanding of financial statements.
Writing	Work requires the ability to write concise and professional communication to senior business executives and City management; and develop and prepare marketing materials, development agreements, and proposals.
Managerial	Semi-Complex - Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.
Policy/Decision Making	Significant - The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Projects and daily work are managed with little oversight, however special assignments and significant work products may be reviewed upon completion. Typically positions in this category are supervisor to mid-management jobs.
Budget Responsibility	Has no budgetary responsibility
Technical Skills	Broad Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal/Human Relations Skills	High - Interactions at this level usually impact the implementation of policies. Contacts may involve interpretation of how policies are implemented and may require discussion and the support of controversial positions or the negotiation of sensitive issues or important presentations. During interactions on policy implementation, contacts may also involve stressful, negative interactions requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.

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## Physical Demands

### Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Making presentations <input checked="" type="checkbox"/> Observing work site <input checked="" type="checkbox"/> Observing work duties <input checked="" type="checkbox"/> Communicating with co-workers
Fine Dexterity	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Computer keyboard <input checked="" type="checkbox"/> Telephone keypad <input checked="" type="checkbox"/> Calculator <input type="checkbox"/> Calibrating equipment
Walking	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> To other departments/offices <input checked="" type="checkbox"/> Around work site
Lifting	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Supplies <input type="checkbox"/> Equipment <input checked="" type="checkbox"/> Files
Carrying	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Supplies <input type="checkbox"/> Equipment <input checked="" type="checkbox"/> Files
Sitting	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Desk work <input checked="" type="checkbox"/> Meetings <input checked="" type="checkbox"/> Driving
Reaching	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> For supplies <input checked="" type="checkbox"/> For files
Handling	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Paperwork <input type="checkbox"/> Monies
Kneeling	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input type="checkbox"/> Retrieving items from lower shelves/ground
Crawling	<input checked="" type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Under equipment <input type="checkbox"/> Inside attics/pipes/ditches
Other		(Explain)

  

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Pushing/ Pulling	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> File drawers <input type="checkbox"/> Equipment <input checked="" type="checkbox"/> Tables and chairs <input type="checkbox"/> Hoses
Climbing	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Stairs <input type="checkbox"/> Ladders <input type="checkbox"/> Step stools <input type="checkbox"/> Onto equipment
Vision	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Reading <input checked="" type="checkbox"/> Computer screen <input checked="" type="checkbox"/> Driving <input checked="" type="checkbox"/> Observing work site
Foot Controls	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Driving <input type="checkbox"/> Operating heavy equipment <input type="checkbox"/> Operating Dictaphone
Balancing	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> On ladders <input checked="" type="checkbox"/> On equipment <input checked="" type="checkbox"/> On step stools
Bending	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input type="checkbox"/> Retrieving items from lower shelves/ground <input type="checkbox"/> Making repairs
Crouching	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input type="checkbox"/> Retrieving items from lower shelves/ground
Hearing	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via telephone/radio, to co-workers/public <input checked="" type="checkbox"/> Listening to equipment
Twisting	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> From computer to telephone <input checked="" type="checkbox"/> Getting inside vehicle
Talking	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via telephone/radio, to co-workers/public

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## Physical Demands (continued)

### Machines, Tools, Equipment and Work Aids:

Copy Machine, Fax Machine, Scanner, Telephone, Blackberry

### Computer Equipment and Software:

Computer, Printer, Microsoft Suite, Adobe Acrobat, Illustrator, Regis, HTE (Naviline), Outlook

### Environmental Factors:

Environmental Conditions	Never	Seasonally	Several Times Per Month	Several Times Per Week	Daily
Extreme temperature (heat, cold, extreme temp. changes from outside work)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wetness and/or humidity (bodily discomfort from moisture)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respiratory hazards (fumes, gases, chemicals, dust and dirt)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise and vibration (sufficient to cause hearing loss)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical hazards (high voltage, dangerous machinery, aggressive prisoners, patients – <u>not customers</u> )	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Health and Safety Conditions:

Health and Safety Conditions	N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
	Never occurs	Less than 1 hour per week	1/3 or more of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
Mechanical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chemical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicable diseases	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical danger or abuse	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Primary Work Location:

- ☒ Office Environment  
☐ Warehouse  
☐ Shop  
☐ Vehicle  
☐ Recreation Centers/Neighborhood Centers  
☐ Outdoors  
☐ Other (Specify)

### Protective Equipment Required:

N/A

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## Job Demands

### Overall Strength Demands:

Overall Strength Demands	
<input checked="" type="checkbox"/> Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
<input type="checkbox"/> Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly <u>AND/OR</u> walking or standing to a significant degree.
<input type="checkbox"/> Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.
<input type="checkbox"/> Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.
<input type="checkbox"/> Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.

### Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Frequent Change of Tasks	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Multiple Tasks Simultaneously	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working Closely with Others as Part of a Team	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tedious or Exacting Work	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Noisy/Distracting Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (Describe below.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# City of Goodyear, Arizona

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## **EXPECTED BEHAVIOR:**

### **Staff – Expected Behavior**

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk – uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable – submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible
- Support the City's values and mission
- Let common sense prevail
- Be visionary – anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

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SIGNATURES—REVIEW AND COMMENT:

I have reviewed this job analysis and its attachments and find it to be an accurate description of the demands of this job.

Signature of Employee

Date

Job Title of Supervisor

Signature of Supervisor

Date

Job Title of Department Director

Signature of Department Director

Date

City Manager

Date

Comments:

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.